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BREAK

Business Resource, Education, And Knowledge

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Location, Location, Location

(Source: Online Women's Business Center and The Busy Woman's Guide to successful Self-Employment by Women Incorporated, 7/97)

When its time to select the location for your new business, or you're ready to expand or move into a new location, be sure and consider the following questions.

When selecting the general area:

- Is the site located near potential customers?
- Where is the competition?
- How long have the competitors been in this area, and how strong are they?
- Are there potential employees nearby?
- Is the area convenient for you?
- Is the location convenient and accessible to traffic?
- Near public transportation?
- Accessible by pedestrians?
- What are the occupancy rates in the area?
- What is the business climate in the area?
- Is the area growing or declining?
- What are market rents for the type of space desired?
- What services does the town or city provide?
- Are there zoning regulations or signage restrictions that will affect your business?
- How safe is the area?
- Are there adequate support services nearby, such as suppliers, printers, distribution centers, etc.?
- Are there conveniences for you and your staff, such as restaurants, cleaners, shops, etc.?



Once you've narrowed down the area, evaluate the location:

- Is there adequate parking for employees, customers, delivery vehicles?
- Will you have to pay extra for parking?
- Is the rent affordable?
- Is there room for expansion?
- Can you get insurance at a reasonable cost at this location?
- Are there any building or health codes that would affect your business?
- Are there adequate storage facilities on site?
- Will you be able to have good visibility?
- Will you be able to have good signage?
- Will people be able to find you?
- Does the building or location have the amenities that you need?
- Have you considered your finish out requirements?
- Does the location have adequate wiring, including for voice and data communications?

Finally, once you narrow your selection down to 1 or 2 locations, it's time to begin lease negotiations.



BREAKFAQS with SBA

This section provides answers to commonly asked questions related to Location.

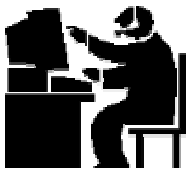
Q: What should I look for in a lease agreement?

A: Before signing any lease, have both your lawyer and insurance agent review it. Key points include:

- How is the rent determined?
- Compared to other rents in the area, is the lease payment high or low?
- Are utilities and equipment adequate?
- Who is responsible for repairs?
- What is the estimated cost of any renovations?
- Who owns any improvements made by the tenant?
- The amount of insurance held by the landlord and the degree of coverage required of the tenant.
- Lease renewal and termination provisions.
- The tenant's right to sublet.
- What options exist for expansion and purchase?
- Property use restrictions (zoning).

Before embarking on a search for the perfect location, outline your present and future needs and then find a site that best meets them.





Webibles

Learn more about "Location" using SBA online resources:

Leasing Office Space

http://www.onlinewbc.gov/docs/finance/lease_of_c.html

Pros & Cons Of Working At Home

<http://www.onlinewbc.gov/docs/starting/pros.htm>

Growing A Small Business With Flexible Work Arrangements

<http://www.onlinewbc.gov/docs/growing/flexiblework.html>



The Entrepreneurial Business Institute (E-Business Institute) is a customer-focused SBA strategy designed to enrich, educate and empower small businesses. It is an Internet-based learning environment - operating like a virtual campus - offering online courses, workshops, publications, information resources, learning tools and direct access to electronic counseling, and other forms of technical assistance.

The E-business Institute is a vehicle for knowledge, an expansion of electronic government and an initiative designed to help small businesses successfully compete. It is most important, however, a balanced approach to training. Not all training can be effectively achieved or is best suited for an online environment. Therefore, in addition to a robust selection of online offerings, the E-Business Institute serves as a window to all of the traditional, face-to-face technical assistance programs offered by the agency.

Website:

<http://www.sba.gov/training/>

SBA Small Business Loan Clinic coming to a town near you...

Visit the Indiana District Office calendar at <http://www.sba.gov/in/> for information on upcoming events, seminars and workshops.

Upcoming Topics

PRO-Net / Central Contractor Registration (CCR)
Size Standards / NAICS Codes
International Trade

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BREAK with SBA Counseling & Training Resources

SCORE

A nonprofit association dedicated to encouraging the formation, growth, and success of small businesses nationwide through counseling and mentor programs.

Indiana locations:

Anderson	(317) 642-0264
Bloomington	(812) 339-8937
Columbus	(812) 379-4457
Elkhart	(574) 293-1531
Evansville	(812) 421-5879
Fort Wayne	(260) 422-2601
Gary	(219) 882-3918
Indianapolis	(317) 226-7264
Kokomo	(765) 457-5301
Logansport	(574) 753-6388
Marion	(317) 664-5107
New Albany	(812) 944-9678
South Bend	(574) 282-4350
Terre Haute	(812) 231-6763

Small Business Development Centers

The SBA, in conjunction with state government and local partners, administers the Small Business Development Center Program to provide management assistance to current and prospective small business owners.

Indiana locations:

Bloomington	(812) 339-8937
Evansville	(812) 433-5090
Fort Wayne	(260) 426-0040
Indianapolis	(317) 233-7232
Kokomo	(765) 454-7922
Lafayette	(765) 742-2394
Madison	(812) 265-3127
New Albany	(812) 945-0266
Portage	(219) 762-1696
Richmond	(765) 962-2887
South Bend	(574) 282-4350
Terre Haute	(812) 237-7676

Women's Business Center

The Women's Business Center provides counseling and/or training in finance, management, marketing, and procurement and with use of the Internet. Special topics include home-based businesses, corporate executive downsizing and welfare-to-work.

Indiana location:

Fort Wayne	(260) 424-7977
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